

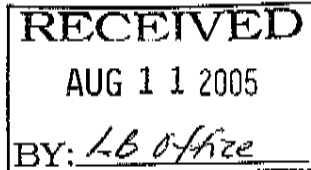
# Los Angeles Regional Agency

A Southern California Waste Management Authority

# LARA

Phone: 213) 473-8235. FAX: (213) 473-8232

August 9, 2005



Mr. Primitivo Nunez  
Office of Local Assistance  
California Integrated Waste Management Board  
2929 East Willow Street  
Long Beach, CA 90806

Dear Mr. Nunez:

**SUBJECT: Request to Add Two New Members to the  
Los Angeles Area Regional Agency (LARA)**

As LARA moves on into its second successful year as a CIWMB approved Regional Agency, we request that your Board approve the addition of Hermosa Beach and Palos Verdes Estates to our organization.

On January 13, 2005, LARA members voted to allow one additional local city to join LARA. The new member is the City of Hermosa Beach. We think this will be a good addition to the local regional effort in achieving our recycling goals. On June 16, 2005, the LARA Board members voted to allow another local city to join LARA. The new member is the City of Palos Verdes Estates.

The addition of Hermosa Beach and Palos Verdes Estates creates a 'block' of cities in the western area of Los Angeles County that are closely located, which makes serving the membership more efficient.

In our first year, we successfully completed our first consolidated Annual Report, four training sessions on reporting and diversion issues, and a regional radio media campaign. LARA staff assisted members in local outreach events, and we gave away thousands of items reminding everyone to reduce, reuse and recycle. We ended the fiscal year with an extremely successful Environmental Stewardship Awards ceremony for our San Gabriel Valley cities, hosted by Southern California Edison in the City of Rosemead. Council members and staff from Pomona, Duarte, Sierra Madre and Rosemead recognized businesses and schools for their contributions to waste diversion. We appreciate the attendance of your OLA staff members.

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## **.... Add Two New Members to the Los Angeles Area Regional Agency (LARA)**

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This year, LARA is designing an informational website, conducting more training and media outreach, and sponsoring both the SBEC's (South Bay Business Environmental Coalition) WRAP Awards ceremony for our South Bay cities in November, and another Environmental Stewardship Awards ceremony for San Gabriel members, as well as many other activities. We look forward to working in partnership with your Board and staff to increase awareness and waste diversion in the region.

We request that you approve Hermosa Beach and Palos Verdes Estates as LARA members, and place us on the next available Board agenda for consideration.

If you have any questions, please call me at (213) 473-8242. Thank you for your consideration.

Sincerely,



Ms. Karen Coca  
LARA Executive Director  
City of Los Angeles